

August 3, 2020

## World Breastfeeding Week is August 1 to 7

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**Hillsborough County, Fla.** – World Breastfeeding Week is August 1 to 7, and the Florida Department of Health in Hillsborough County is encouraging all breastfeeding moms, soon to be moms, families, friends, and the health care community to consider breastmilk for babies for a healthier tomorrow.

The World Alliance for Breastfeeding Action's ([WABA](#)), World Breastfeeding Week theme for this year is, *Support Breastfeeding: For a Healthier Planet*. "Our planet is in need and now more than ever, families should be encouraged, empowered and supported to breastfeed," said WIC Breastfeeding Coordinator Charlene Laping. "As expectant mothers plan for their baby's future, breastmilk should be considered crucial for survival. Mothers need support from family, friends, employers and medical providers in order to be successful at breastfeeding."

The Centers for Disease Control and Prevention ([CDC](#)), Division of Nutrition, Physical Activity and Obesity is committed to supporting breastfeeding mothers who choose to breastfeed in many special circumstances. Data and statistics show that infants born in the United States since 2015 have increased durational breastfeeding at both 6 and 12 months of age. This data indicates that with community and provider support the infants of tomorrow that are breastfed have real impact on the health of our state and nation.

The Women, Infants, and Children (WIC) program provides education and support for moms to succeed at breastfeeding their children. For more information about WIC's breastfeeding support in Hillsborough County, call 813-496-BABY (2229) or visit [www.FloridaWIC.org](http://www.FloridaWIC.org).

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